

DETAILED ACTION

1. Claims 8-12, 14-21 and 24 are pending in this Office Action.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Joseph Mehrle on 06/14/2010.

3. The application has been amended as follows in view of expediting allowances:

IN THE CLAIMS:

- (1) Cancel claims 13, 22 and 23.
- (2) In claim 24, line 1, "claim 23" is changed to --claim 21--.
- (3) Rewrite claims 8, 15 and 21 as follows:

Claim 8, (Currently Amended) A computer-implemented method for providing a search query residing in a non-transitory ~~implemented in a~~ computer-readable storage medium and ~~executing to execute~~ on a computer, comprising:

providing, by the computer, an Application Programming Interface (API) for receiving a search constraint and a control field identifier;

providing, by the computer, a search generating module interfaced to the API for automatically generating a search query from the search constraint, the search constraint defines an operand and an operator for the search query being generated and ~~wherein~~ the control field identifier defines a control field of a data store from which search results obtained from executing the search query are to be filtered via a join and the control field identifier is separate

and apart from the search constraint; and

executing the search query to produce records from the data store, the records representing the search results that satisfy the search constraint and the search results are initially over inclusive; inclusive indicating that initially there are more of the search results than are necessary to satisfy the search query, the records are then filtered using a control field value assigned to the control field identifier by joining those records from the search results that have identical values as that which is assigned to the control field value to reduce the search results by producing second records, each second record having control field values for the control field identifier that are identical, the search query modified to include a filter that performs the filtering on the records to produce the second records; and

interfacing, by the computer, the records automatically after the search query is executed with a marketing campaign module to generate a customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint records.

Claim 15. (Currently Amended) A computer implemented search query generation system, comprising:

a search query interface implemented and residing within in a non-transitory computer-readable medium and to execute on a computer; and

a search generating module implemented and residing within in a non-transitory computer-readable medium and to execute on the computer;

the search query interface is operable to receive a search constraint and a control field identifier, and the search generating module generates a search query by using the search constraint to return records of a data store that satisfy the search constraint, and the search constraint defines a search operand and a search operator and the control field identifier defines a control field of the data store against which search results for the search query are filtered, the search results initially returns records that are over inclusive in terms of information indicating there is initially more of the information than is necessary to satisfy the search query, and the control field identifier is separate and apart from the search constraint, and the control field identifier defines a particular field in the data store that is used as a search filter on the over inclusive records of the search results, the search filter is a join that is performed against the over

inclusive records of the search results to obtain second records from the records of the search results, the second records having an identical value as that which is assigned to the control field identifier, the system is interfaced to a customer segmentation module and used to generate a customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint.

Claim 21. (Currently Amended) A computer-implemented search query generation system comprising:

a data store implemented and residing within ~~in~~ a non-transitory computer-readable medium and accessible via a computer; and

a search generating module implemented and residing within ~~in~~ a non-transitory computer-readable medium that generates a search query, the search generating module also executes on the computer;

the search generating module uses a search constraint and a control field identifier to construct the search query and a search filter on search results returned from executing the search query, the search results initially return over inclusive records indicating that there is initially more of the over inclusive records than are necessary to satisfy the search query, and the search query when executed returns the over inclusive records from the data store that satisfy the search constraint, and the search constraint defines at least a search operator and a search operand and the control field identifier defines a control field in the data store against which the over inclusive records of the search results for the search query are filtered and the control field identifier is separate and apart from the search constraint, and the control field identifier defines a particular field in the data store that is used as the search filter on the over inclusive records of the search results, the search filter performs a join against the over inclusive records of the search results to obtain second records having an identical value as that which is assigned to the control field identifier, and the system is interfaced to a customer segmentation module that is used to generate a travel customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint and wherein the control field identifier is a trip identifier.

Allowable Subject Matter

4. Claims 8-12, 14-21 and 24 are now renumbered as 1-14 and are allowed.
5. The following is an examiner's statement of reasons for allowance:

Regarding claims 1, 15 and 21, the prior art fails to disclose or make obvious a computer-implemented method or a computer-implement search query generation system comprising, in addition to the other recited features of the claim, the features of providing, by the computer, an Application Programming Interface (API) for receiving a search constraint and a control field identifier; providing, by the computer, a search generating module interfaced to the API for automatically generating a search query from the search constraint, the search constraint defines an operand and an operator for the search query begin generated and the control field identifier defines a control field of a data store from which search results obtained from executing the search query are to be filtered via a join and the control field identifier is separate and apart from the search constraint; executing the search query to produce records from the data store, the records representing the search results that satisfy the search constraint and the search results are initially over inclusive indicating the initially there are more of the search results than are necessary to satisfy the search query, the records are then filtered using a control field value assigned to the control field identifier by joining those records from the search results that have identical values as that which is assigned to the control field value to reduce the search results by producing second records; interfacing, by the computer, the records automatically after the search query is executed with a marketing campaign module to generate a customer segmentation population based on a marketing campaign's search constraint representing an instance of the search constraint in the manner recited in claims 1, 15 and 21.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to MONICA M. PYO whose telephone number is (571)272-8192. The examiner can normally be reached on Mon- Fri 8:00 - 2:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Apu Mofiz can be reached on 571-272-4080. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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06/2010

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